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perwork Reduction Act of 1995, no persons are required to respond to a collection of information unless if displays a valid OMB control number. Docket Number (Optional) PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a) **UV-174 FY 2006** (Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).) Filed December 6, 2000 Application Number 09/731,115 For SYSTEMS AND METHODS FOR COORDINATING INTERACTIVE AND PASSIVE ADVERTISEMENT AND MERCHANDISING OPPORTUNITIES Art Unit 2623 Examiner Son P. Huynh This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application. The requested extension and fee are as follows (check time period desired and enter the appropriate fee below): Fee Small Entity Fee 120.00 \$60 One month (37 CFR 1.17(a)(1)) \$120 \$225 \$450 Two months (37 CFR 1.17(a)(2)) Three months (37 CFR 1.17(a)(3)) \$510 \$1020 Four months (37 CFR 1.17(a)(4)) \$795 \$1590 Five months (37 CFR 1.17(a)(5)) \$1080 \$2160 Applicant claims small entity status. See 37 CFR 1.27. A check in the amount of the fee is enclosed. Payment by credit card. Form PTO-2038 is attached. The Director has already been authorized to charge fees in this application to a Deposit Account. Ø The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 06-1075. I have enclosed a duplicate copy of this sheet. WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038. I am the applicant/inventor. assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed (Form PTO/SB/96). M attorney or agent of record. Registration Number 57,189 attorney or agent under 37 CFR 1.34. Registration number if acting under 37 CFR 1.34 _____. December 20, 2006 Date Signature 212.596.9000 Brian E. Mack Telephone Number Typed or printed name NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below. Total of ___ __ forms are submitted.

This collection of information is required by 37 CFR 1.136(a). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 6 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR American LegalNet, Inc. www.Forms/Workflow.com